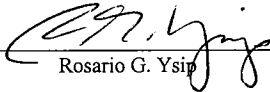


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PATENT
Attorney Docket No.: 16222U-016700US
Client Ref. No.: P-00882

TOWNSEND and TOWNSEND and CREW LLP

By: 
Rosario G. Ysio

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Corinne Bortolin, et al.

Application No.: 10/676,382

Filed: September 30, 2003

For: SYSTEM AND APPARATUS FOR
LINKING MULTIPLE REWARDS
PROGRAMS TO PROMOTE THE
PURCHASE OF SPECIFIC PRODUCT
MIXES IN SUPPORT OF BROADER
MARKETING STRATEGIES

Customer No.: 66945

Confirmation No. 9159

Examiner: Daniel Lastra

Technology Center/Art Unit: 3688

AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed March 31, 2008, please enter the
following amendments and remarks:

Amendments to the Claims are reflected in the listing of claims which begins on
page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.